

1 British Broadcasting Corporation

2 broadcaster, public, licence fee, adverts, objective, world

3 La confiance est la base de la BBC, on est indépendant, impartial et honnête

Les audiences sont au cœur de tous ce que l'on fait

Nous sommes fiers d'offrir de la qualité et un bon rapport qualité-prix

La créativité est l'énergie de notre organisation

On se respecte et célébrons notre diversité pour que chacun donne son meilleur

Nous sommes une radio (BBC) ; des choses incroyables quand on travaille ensemble

The goal of this ad is for presenting different kind of programmes offered by the BBC. For example with the application BBC, we can listen a lots of different music, we can have acces to chat show, news, documentary, comedy... This ad makes young people want to download the application.

For me i think advertising is more effective than billboard. Because advertising reflects the daily life of young people, and I find that the screenplay has a humoristic side. Moreover I find it easier to convey a message through a video than on a billboard even if the billboard is good. Advertising made me want to download this application because I often listen to music and it can be an opportunity to improve in English by listening for example to podcats.

In a speech recorded while touring South Africa, Princess Elizabeth expresses her thanks for messages of congratulation on her 21st birthday. She pays tribute to the people of the Empire and Commonwealth and dedicates her life to serving them. When she says « gather » the wole empire she wants to reunite the empire. She used important words like family, opportunity, country for support and reassure his people.